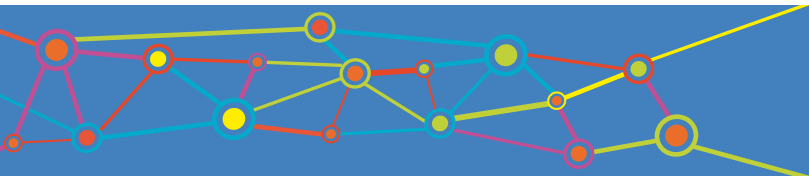


# **CALL FOR EXHIBITORS & SPONSORS**

*2 - 5 JUNE 2009*

*ESTREL BERLIN, GERMANY*

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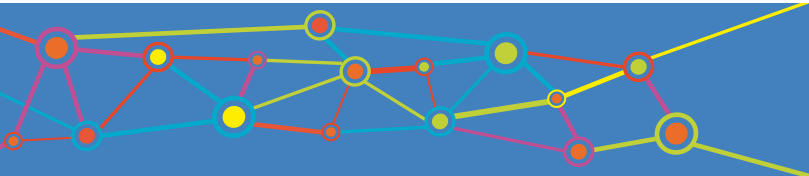
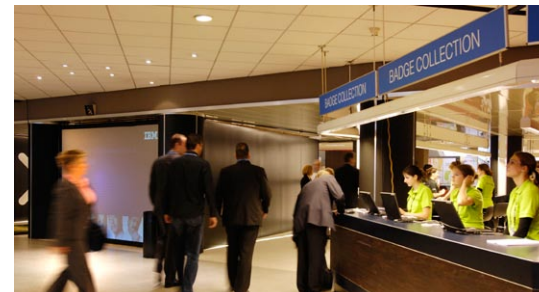
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## TO OUR VALUED BUSINESS PARTNERS

On behalf of everyone at IBM Information Management, we are pleased to invite you to join us in Berlin, 2-5 June, for our second IBM Information On Demand Conference in Europe, Middle East & Africa (EMEA).

This will be the largest and most valuable IBM event in EMEA for our Information Management community, with a target audience of 2,300 attendees representing some of the leading organisations from across the region. Aimed at business and technical leaders from every industry sector, the Conference will demonstrate how Information On Demand is helping organisations to unlock the value of their information to achieve real competitive advantage.

The Information On Demand EMEA Conference is designed to bring together Information Management Customers, Prospects, Business Partners and IBM executives and subject matter experts into one forum in order to explore and share local European market dynamics and business priorities, key technical issues, and real-life experiences of implementing Information On Demand.

The Conference will run over four days and will include main tent general sessions, business leadership and technical tracks, technical educational opportunities, hands-on-labs, and

approximately 300 breakout sessions that will explore the business, technical and solution scope and benefits of Information Management in action. In addition, we will have a full Business Partner programme on the afternoon of Tuesday, 2 June.

Creating good networking opportunities in an open and welcoming environment is a vital component of the event's success and the agenda and social programme will support this.

Our Expo Solution Centre will be at the heart of the action and act as the central communication centre for the week's networking activities. As an exhibitor you will have the opportunity to meet delegates and showcase your solutions, technology and services in order to progress deals, close existing business and generate new business opportunities.

The following prospectus outlines the exhibitor and sponsorship opportunities in greater detail. So, please do not hesitate to secure your premium sponsorship or kiosk now.

We look forward to welcoming you at IBM Information On Demand EMEA Conference 2009!

Sincerely,

### **Tony Rummans**

Vice President, Information Management Software  
Southwest Europe IBM

### **Ivo Koerner**

Vice President, Information Management Software  
Northeast Europe IBM

### **Pawel Panecki**

Software Sales Executive, Information Management Software  
CEEMEA Region IBM

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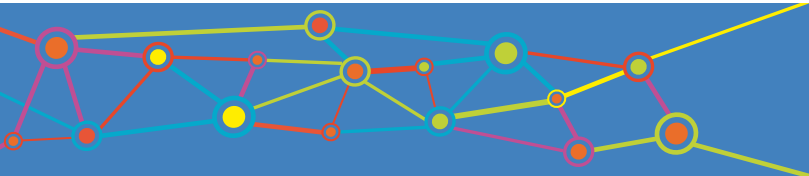
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## THE LOCATION - BERLIN

Berlin, the capital of Germany, is a dynamic, cosmopolitan and creative city, with diverse offerings for all lifestyles. The metropolis - where East meets West - is at the heart of Europe and provides endless opportunities for recreation and entertainment whilst also playing a role as a major business centre. From a travel perspective, Berlin is easily accessible from across Europe, Middle East and Africa and beyond.

Since the founding of Berlin in the 13th century the city has had an eventful history and experienced radical changes which have transformed its face and now, the formerly divided city has become a vibrant metropolis.

Berlin has something to offer whatever your interests: world-renowned museums such as the Pergamon Museum, National Gallery and famous Museum Island; palaces and historical buildings including the Charlottenburg Palace, Brandenburg Gate; numerous parks, gardens and green spaces to make Berlin a truly green city plus a growing lively music and media scene catering both to traditional classical audiences together with new avant-garde tastes.



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## CONFERENCE DESCRIPTION

### IBM Information On Demand EMEA Conference 2009

Tuesday-Friday, 2-5 June 2009

Estrel Berlin, Germany

[ibm.com/software/europe/data/conf](http://ibm.com/software/europe/data/conf)



The IBM IOD EMEA Conference is the annual forum for IBM Customers, Business Partners, Press, Analysts and IBM employees across Europe, Middle East & Africa to come together to explore the latest in Information On Demand and to share their experiences and expertise with others in this ever-growing community.

#### Conference Highlights

- 2,300 targeted attendees
- 300 sessions: Technical Skill-building & Business Leadership
- Large Expo Solution Centre >75 kiosks
- Executive Meeting Centre offering one-to-one meetings with IBM executives
- Meet the Experts, providing in-depth solution, technical and subject matter insight
- Business Partner Programme
- Multiple Networking opportunities

#### About IBM Information On Demand

Information On Demand is a comprehensive vision for unlocking the business value of information for competitive advantage by enabling organisations to establish and leverage trusted information to optimise business performance. IBM's commitment to the cross-company Information On Demand initiative has resulted in a comprehensive portfolio of software, services, hardware and industry-specific solutions to turn Information On Demand vision into reality for organisations of any size.

#### Business Partner Development Programme

A Business Development Programme, exclusively for IBM Business Partners, will be held immediately prior to the conference. The sessions will be designed to help you maximise performance and solidify how you and IBM can go to market together to drive business results! You will hear from industry, solution, sales and marketing

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experts who will provide critical business information to help sharpen your Information Management portfolio knowledge, refine your sales strategy, and define your marketing plans for 2009. The Business Development Programme will give you fresh ideas on closing business and how to generate more revenue.

The Business Development Programme is the one session that pulls everything together to enable our Business Partners to get the most out of the Information On Demand 2009 experience. Get the inside track on our strategy and plans before your clients and prospects arrive. Let us show you how committed we are to you and your future and join us for our Business Development Programme!

### Thought Leadership

The Conference runs over four days and includes general sessions, unique educational opportunities, and approximately 300 breakout sessions that will explore the business, technical and solution scope and benefits of Information Management in action. The agenda will include some inspiring and highly knowledgeable spokespeople from the industry who should not be missed. We will also be including much more in terms of industry content via our business leadership track.

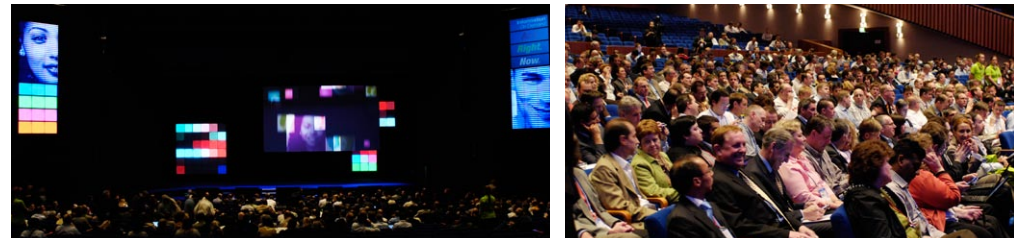
### Access to IBM Executives and Experts

Throughout the conference, key IBM executives will be available for one-to-one meetings and sales briefings with you and your customers.

### Networking and Access to Delegates

We have taken all the good things, as well as the lessons learned from IOD 2008 in The Hague, and applied it to the 2009 Conference in order to make the Expo Solution Centre an even bigger success. The Expo Solution Centre will be open throughout the event and will be situated at the heart of the Conference with all the meeting rooms leading from this area ensuring a continual flow of traffic.

The Expo Solution Centre is designed to contain the complete overview of IBM Information Management solutions and services as well as those of you, our Business Partners. It is a unique opportunity for our Business Partners to showcase their offerings, meet with customers and prospects, and to establish new contacts within IBM. The Expo Solution Centre will also host key networking opportunities such as the welcome reception, lunch and coffee breaks. The communication centre can be found here and it will be the focal meeting point throughout the Conference.



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**CONFERENCE AGENDA AT A GLANCE\***

**Tuesday, 2 June**

10.00 - 20.00 Registration  
 13.00 - 14.00 Business Partner Lunch  
 14.00 - 17.30 Business Partner Programme  
 18.00 - 20.00 Business Partner Reception

**Wednesday, 3 June**

07.00 - 18.00 Registration  
 08.00 - 19.45 Expo open  
 09.00 - 10.15 General Session, Conference Opening & Welcome  
 10.15 - 18.00 One-to-One Executive Meetings  
 10.30 - 18.00 Education & Training  
 10.30 - 18.00 Hands-on Labs & Usability Labs  
 10.45 - 12.30 Breakout Sessions  
 12.30 - 14.00 Lunch  
 14.00 - 18.00 Breakout Sessions  
 18.00 - 19.45 Welcome Reception

**Thursday, 4 June**

08.00 - 18.00 Registration  
 08.30 - 18.00 Expo open  
 09.00 - 10.15 General Session  
 09.00 - 18.00 Education & Training  
 09.00 - 18.00 Hands-on Labs & Usability Labs  
 10.15 - 18.00 One-to-One Executive Meetings  
 10.45 - 12.30 Breakout Sessions  
 12.30 - 14.00 Lunch  
 14.00 - 18.00 Breakout Sessions  
 20.00 - 24.00 Party

**Friday, 5 June**

08.00 - 14.15 Registration  
 08.30 - 14.00 Expo open  
 09.00 - 09.45 Breakout Sessions  
 09.00 - 10.00 One-to-One Executive Meetings  
 10.00 - 11.00 General Session  
 11.00 - 14.00 One-to-One Executive Meetings  
 11.15 - 13.15 Education & Training  
 11.15 - 13.15 Hands-on Labs & Usability Labs  
 11.30 - 13.15 Breakout Sessions  
 13.15 - 14.15 Farewell Lunch  
 Afternoon Departures

\*Conference Agenda subject to change

**WHO ATTENDS?**

Information On Demand EMEA Conference 2009 will bring together at least 2,300 attendees from leading organisations throughout Europe, Middle East and Africa, with a strong mix of both business and technical decision-makers

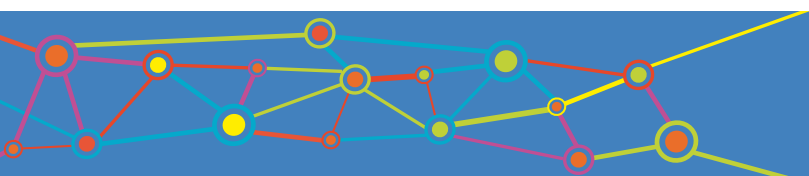
Our Information On Demand Conference 2008 attendees included:

- 2,000 delegates from over 40 countries
- 64% Senior Decision Makers 34% Technical
- Over 30 Journalists and Industry Analysts

and 96% of attendees expressed their satisfaction with the overall event.

To see highlights and to hear Customer comments from this year's Conference in The Hague, please take a look at:

<http://www.youtube.com/watch?v=t0KJGYNirQg>



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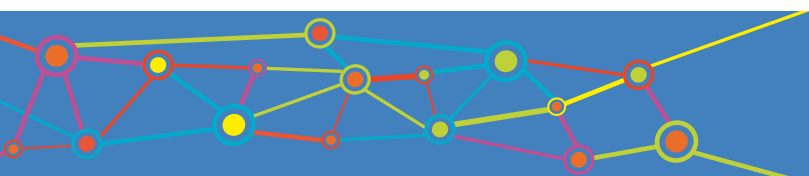


## CONFERENCE VENUE

We have selected the Estrel Berlin which is Europe's largest convention, entertainment and hotel complex for our IOD EMEA Conference 2009. With 1,125 rooms and suites, five restaurants, two bars, a beer garden and the daily live "Stars in Concert" show, the Estrel has plenty to offer every guest. The hotel is situated 30 minutes from Berlin Tegel Airport and has its own railway station.

Again, this will be a location wholly owned by IBM Customers, Business Partners and employees, a great place to talk and socialise. The Convention Hall and Festival Centre are accessible from the hotel via the rotunda, a glass bridge. The interior of the Estrel provides a warm and welcoming atmosphere with a modern but timeless interior design. Check it out at: <http://www.estrel.de>

We have once again negotiated special hotel rates at the conference hotel. Please check our website for more information. In addition we recommend a range of other hotels from different categories, which are close to the Conference location.



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## WHY EXHIBIT OR SPONSOR?

### BUSINESS PARTNER BENEFITS AT A GLANCE

#### A Unique Opportunity:

- Meet over 2,300 delegates at the largest and most valuable IBM event for the Information Management Community in the Europe, Middle East and Africa region
- Showcase your solutions in order to develop awareness, generate leads, deepen relationships and ultimately increase sales
- Take advantage of invaluable networking opportunities with customers, prospects, industry experts, peers and IBM Information Management executives
- Generate revenue by progressing and closing existing deals
- Gain insight into IBM's Information Management strategy and vision
- Differentiate yourself in your markets by learning more about the full breadth of Information On Demand offerings in the marketplace

#### Expo Solution Centre:

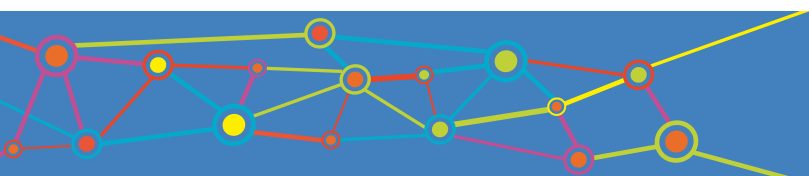
- Is the heart of the Conference, situated in between all meeting rooms
- Will be open throughout the Conference
- Acts as the central communication centre
- Is the place where people meet and business is done
- Provides Business Partners with the opportunity to showcase their brands, solutions and services
- Offers multiple sponsorship opportunities for partners to engage with attendees

#### See what our Exhibitors & Sponsors said about Information On Demand EMEA Conference 2008:

- 96% of our exhibitors said their total experience of the conference was "excellent" or "very good"
- "Very good event, great networking and would be very interested in attending again"
- "Meet the experts and demo suite areas complimented the Expo. We had good access to the delegates, executives and other IBM'ers."
- "This event is well worth our time and money. We worked here with a number of other partners and we met with IBM execs that we have never had a chance to meet. We will attend as an exhibitor next year"

#### Our Customers Found Value:

- *"This event - it's absolutely invaluable. You absorb so much ... meeting peers and exchanging ideas is also good, as is the socialising."* - Government Department
- *"A good effort in positioning the various disciplines as a holistic container of Information On Demand. It's good marketing. IBM is transforming all the time ... Data is exploding so we have to have some managing capabilities to bring information to a new level."* - Financial Services Company
- *"I've been working with IBM since 1977. There are lots of recent improvements, especially around business intelligence and business solutions ... IOD helps us to make the right decisions."* - Petroleum Company



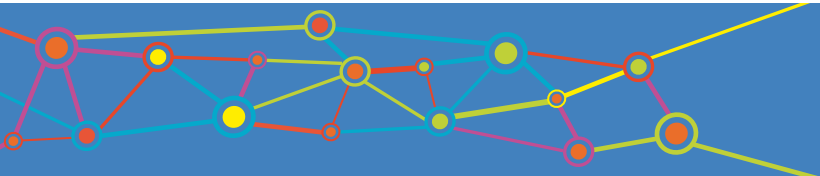
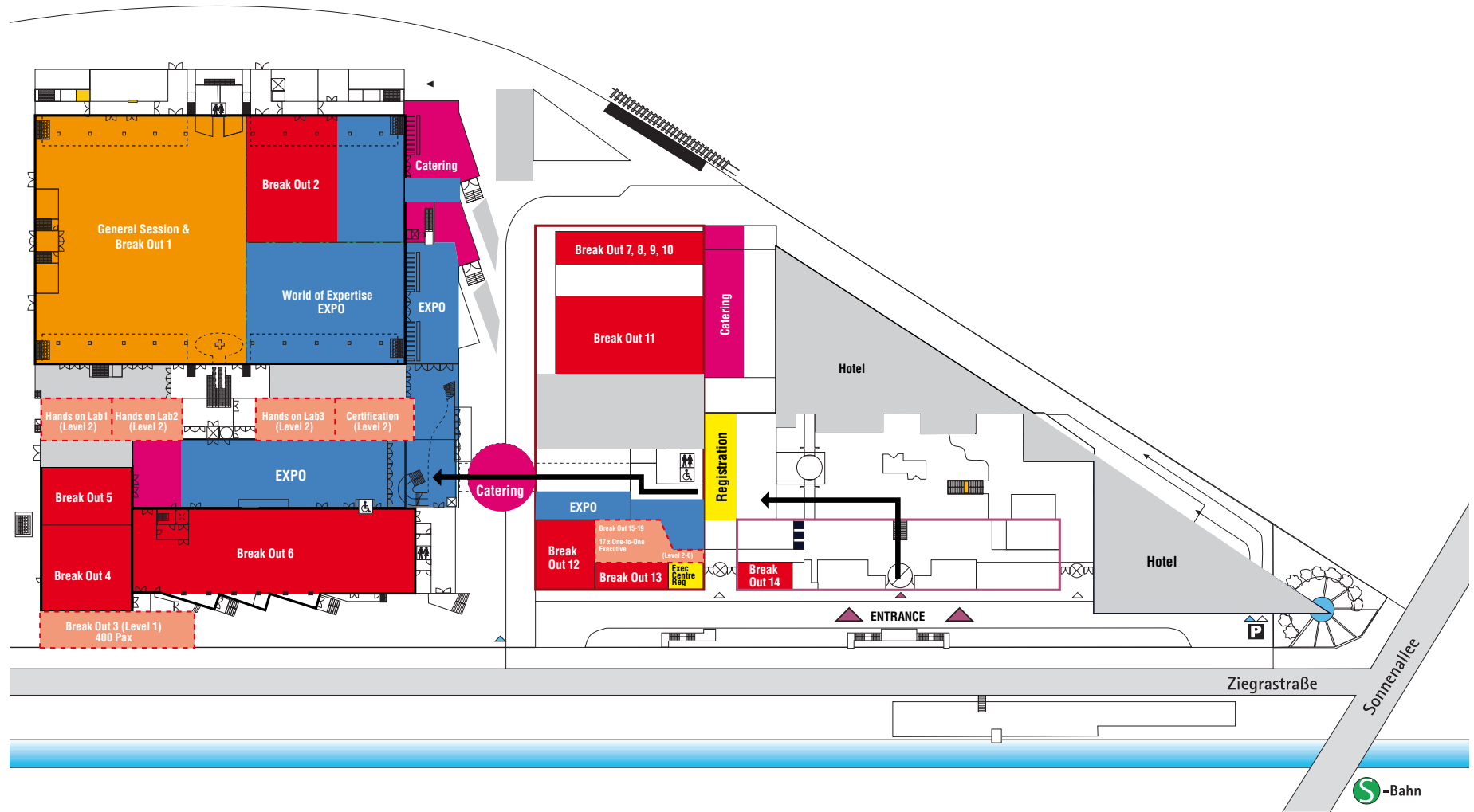
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CONFERENCE VENUE OVERVIEW



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## BUSINESS PARTNER OPPORTUNITIES

### SPONSORSHIP PACKAGES

<b>SPONSORSHIP LEVEL</b>	<b>Platinum<sup>1</sup></b>	<b>Gold<sup>1</sup></b>	<b>Kiosk<sup>1,2</sup></b>
<b>Investment</b>	€ 40,500	€ 33,500	€ 8,500
<b># Packages Available</b>	6	12	42
<p><b>Pick One from the Respective Sponsor Level Options</b></p> <p><i>All items available on a first come first served basis</i></p> <p><i>Further items available at an additional cost, such as:</i></p> <ul style="list-style-type: none"> <li>- USB Sticks</li> <li>- Portable Speakers</li> <li>- USB Phone Charger</li> </ul>	<ul style="list-style-type: none"> <li>■ Conference Bag: 2 available</li> <li>■ Conference Lanyard</li> <li>■ Conference Pocket Guide Back cover</li> <li>■ Berlin Conference T-Shirt</li> <li>■ Berlin Commuter Mug</li> </ul>	<ul style="list-style-type: none"> <li>■ Sports Bottle</li> <li>■ Bottled Water</li> <li>■ Energy Drinks</li> <li>■ Conference Pens</li> <li>■ Conference Note Pads</li> <li>■ Luggage Tags</li> <li>■ Berlin Bear</li> <li>■ Berlin Toy (Yoyo, Puzzle)</li> <li>■ Conference Peppermints</li> <li>■ Book Light</li> <li>■ Business Card Holder</li> <li>■ Shuttle Bus Signage (Daily to Estrel &amp; Evening Events)</li> <li>■ Berlin Stress Ball</li> <li>■ Emergency/First Aid Kit</li> </ul>	<ul style="list-style-type: none"> <li>■ None available</li> </ul>

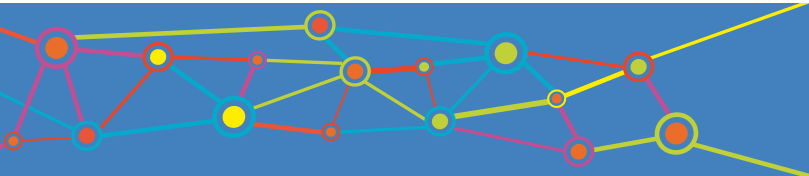
### HOW TO BE INVOLVED?

These packages are available until 17 April 2009. Further sponsorship opportunities are currently being identified. For more information on Sponsorship Opportunities, please contact:

Melanie Bessem  
 Mobile +31-6-53577314  
 Email: mtb.bessem@nl.ibm.com

#### Note:

- 1 Lead Retrieval Device included in all packages to maximise the return on investment
- 2 Includes 2 Full Conference Registration Passes



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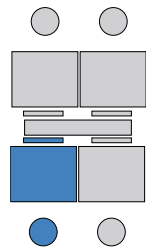
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## SPONSORSHIP PACKAGES

### DETAILED BREAKDOWN



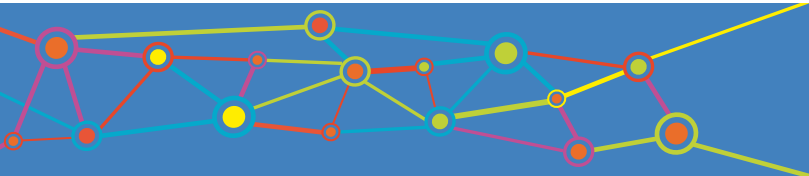
#### Kiosk Layout



**Note:**

- 1 Full Conference registration includes access to all general sessions, breakout sessions, and meals
- 2 Including speaker

DESCRIPTION	Platinum	Gold	Kiosk
<b>PRE-EVENT</b>			
<b>Email</b> - Pre-event email to all delegates to include sponsor logo	✓	-	-
<b>Conference Website</b> - Rolling logo, including hyperlink on event home page - Company name - Company description	✓ ✓ 100 Words	- ✓ 80 Words	- ✓ -
<b>ON-SITE</b>			
<b>Registration</b> - Full conference registration passes <sup>1</sup> - Additional passes € 800	5 <sup>2</sup> ✓	4 <sup>2</sup> ✓	2 -
<b>Kiosk</b> - 1m x 1m plug and play - Additional Kiosk at € 4,000 - Lead retrieval device	✓ ✓ ✓	✓ - ✓	✓ - ✓
<b>Conference Guide (Full Colour)</b> - Logo on outside of Conference Guide - Acknowledgement of sponsorship - Company description in IOD Conference Guide - Company advert in IOD Conference Guide	✓ ✓ 100 Words Full Page	- ✓ 80 Words Half Page	- ✓ 50 Words -
<b>Vendor Breakout</b> - Vendor sponsored 45 minute session (IBM to approve content)	✓	✓	-
<b>One to One Meeting Slots</b> - Use of meeting area for executive/client meetings x 4	✓	-	-
<b>Conference Bag</b> - Inclusion of one piece of collateral	✓	✓	-
<b>Conference Signage</b> - General session logo - Breakout session logo - Prominent message banner - Digital signage	✓ ✓ Large ✓	- ✓ Regular ✓	- - - -



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## ADDITIONAL MARKETING OPPORTUNITIES



### MAIN SPONSORSHIPS

- Welcome Reception (Wednesday, 3 June) - € 9,500
  - Conference Guide - Welcome Reception advert with logo, Welcome Reception signage
- Party (Thursday, 4 June) - € 25,000
  - VIP area, Logo on Conference Guide Party advert, Party signage, Party flyer with logo

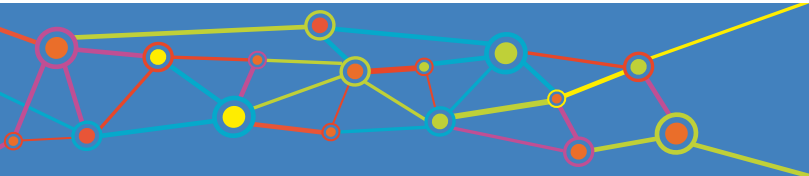
### ESTREL PROMOTIONAL OPPORTUNITIES

- Logo on Hotel Key - € 4,500
  - Maximise your exposure by having your logo on our attendees' room key (Only available for the 900 attendees staying at the Estrel Hotel)
- Hotel Room Drop - € 4,000
  - Capture the attention of 900 attendees with a hotel door drop. Your materials will be delivered right to the door of the attendees
  - 4 Packages available: 2 for Tuesday 2 June and, 2 for Wednesday 3 June (Materials to be provided by sponsor. Only available for the Estrel Hotel).
- Hotel In-house TV Channel Advertisement - € 3,000
  - Reach conference attendees right in their rooms upon arrival by broadcasting your message on the hotel in-house TV network (Only available for the Estrel Hotel)

### ADVERTISING

- Advertisements in the Conference Guide
- Full Page advert in the IOD Conference Guide - € 3,000
  - Full Page article in the IOD Conference Guide - € 1,500 (only offered in combination with advert)

**MORE SPONSORSHIP OPPORTUNITIES WILL BE ADVERTISED SOON**



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### CONTACT

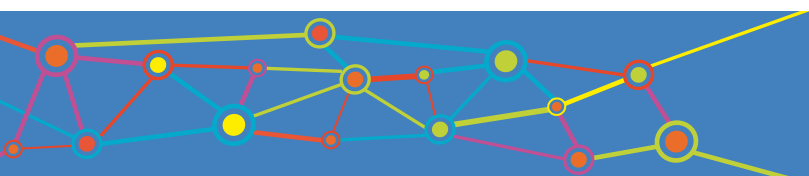
For more information about sponsoring and/or exhibiting at the Conference, please contact

Melanie Bessem  
Telephone: +31 6 53577314  
Email: [mtb.bessem@nl.ibm.com](mailto:mtb.bessem@nl.ibm.com)

### CONFERENCE WEBSITE

For more details about the Conference, please check our website regularly for updates:

[ibm.com/software/europe/data/conf](http://ibm.com/software/europe/data/conf)

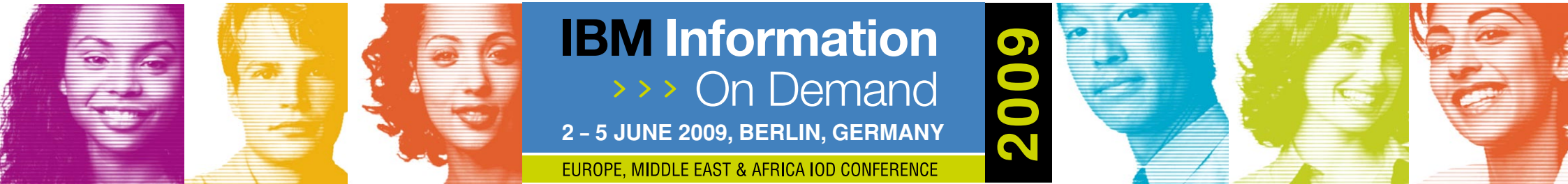


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